

Report # 1 Instructions

1. Cover Page

- University logo & name
- Course code and name
- Section number
- Company name
- Your group name
- Group members' names & surnames including ID numbers

2. Table of Contents

3. Executive summary: Should be one paragraph. An executive should be able to read the executive summary and get an overall grasp of the report without having to read the entire content.

4. Industry Analysis

- a) Industry Overview:
 - Description of the industry
 - Market size and growth rate
 - Key industry segments and products/services
- b) Market Trends:
 - Emerging trends
 - Technological advancements
 - Changes in consumer preferences
 - Regulatory or policy changes
- c) Competitive Landscape:
 - Company's unique position within the industry
 - Major players in the industry
 - Direct competitors
 - Market share distribution
- d) Barriers to entry
- e) Porter's Five Forces Analysis including the diagram

5. Company Overview:

- a) Company history: Brief history from its foundation to today, covering major changes.
- b) Vision: What is the company's big vision? Where does the company want to be in the future? What are their guiding principles?
- c) Mission: A simple and brief description that encompasses the purpose of the company.
- d) Organization: Organization chart and information on organizational design and structure, departmentalization, and culture
- e) Ownership structure (public vs. private, family business, stock exchange information)
- f) Size of the company: Number of employees (white/blue/grey collar ratios, if applicable)
- g) Products/Services: Information on the products and services, production/service capacity, and market share
- h) SWOT Analysis
- i) Competitive Advantage
- j) Analysis of financial position (if available)

6. Sustainability Practices in the Company:

Explain the sustainability practices of the company. This section should include:

- a) A discussion on the company's awareness of sustainability (environmental, social, and governance)
- b) The reporting channel of the company's sustainability practices. Please indicate which one of the following documents is used by the company for this purpose and explain their content:
 - i. a separate sustainability report
 - ii. annual report
 - iii. website
- c) The sustainability targets set by the company, if any (i.e., UN Sustainable Development Goals)

7. Discussion of the Problem

A. **Problem Definition:** Define and explain the business problem.

B. **Problem Field:**

Marketing Projects:

- a) Environmental Analysis
 - i. PESTEL Analysis
 - ii. SWOT Analysis
- b) Target Market Identification
- c) Value Proposition
- d) Marketing Goals and Objectives
- e) Customer Research
- f) Marketing Mix (4Ps)
- g) Competitive Advantage
- h) Competitive Analysis
 - i. Identify the competitors
 - ii. Mention the competitors' objectives
 - iii. Assess the competitor's strengths and weaknesses
 - iv. Conduct a customer value analysis for the product/service
 - v. Identify the company's competitive strategy
 - vi. Positioning map

HR Projects:

- a) Recruitment and Selection Methods
- b) Training and Development
- c) Motivation Tools
- d) Performance Management
- e) Communication Issues
- f) Staff Turnover

Strategy Projects:

- a) Environmental analysis of the company and the key drivers for change that it faces
- b) Analysis of firm resources and capabilities, and how they contribute to competitive advantage
- c) Business model of the company
- d) Competitive positioning with respect to other players and industry-level critical success factors
- e) How the proposed strategic initiative (project focus) is situated with respect to the outcomes of the above analyses
- f) Expected changes in firm-level KPI's that the proposed strategic initiative (project focus) will bring about.

International Business / International Strategy:

Following are some of the questions that needs to be asked and academic tools & analyses that could be used to answer these questions in IB projects. Please select the appropriate tool for the required analysis:

- **Why should the firm expand internationally?**
 - o Value creation analysis: $\% \Delta[\pi = Q \cdot (P - C)]$
Location economies? Larger volume? Economies of Scale? Skills & Learning, or what?
- **Which international market should the firm enter?**
 - o SLEPTS (or PESTEL): Social, legal, economic, political, technological systems analysis
 - o Cultural analysis (Determinants: religion, social structure, language, education, political & economic philosophy); Hofstede dimensions
 - o Porter's Diamond: How does the competition / rivalry look like? What are supply (factor endowments) and demand conditions? How do related / supporting industries (parts, distribution, services, IT, etc.) look like?
 - o Foreign exchange analysis: Convertibility, fluctuations, expectations for appreciation / depreciation, need for hedging,
 - o If new location is for production or logistics:
 - Supply chain analysis: What is the role / function of new location in firm supply chain? Fixed cost and minimum efficient scale? Hidden costs (employee turnover, productivity and quality issues), etc.?
 - Make or Buy analysis: Proportion of make-buy; availability of suppliers, quality of inputs,
- **When should the firm internationally expand?**
 - o Early vs Late; Now vs Later; Good timing?: Advantages vs Disadvantages
- **Which entry mode should the firm select?**
 - o Government's tools (barriers) for trade intervention: Tariffs, quotas, subsidies, V.E.R.s, local content requirements, administrative policies, antidumping duties,
 - o Transportation cost analysis (V/W ratio analysis)
 - o Firm readiness to export: Commitment of top management, resources (financial, HR, etc.), deal with bureaucracy and paperwork, insurance, export financing, government assistance,
 - o Trade war analysis: What is the trade relationship between home and host countries?
 - o Investment analysis: Is there any limitation on capital flows? Is there any legal regulation on investment structure (local partner requirement, tax incentives & double taxation agreements, insurance, subsidies, employment requirements / subsidies, R&D assistance, sectoral / product limitations)?

- Alternative entry modes?: Licensing (control & intellectual property rights)? Franchising? Joint Ventures?
- Subsidiary Analysis: Greenfield or Acquisition (Target selection?)
- **What is the international expansion strategy?**
 - Michael Porter's analysis of competition: What is the critical element in competition (value creation)? Cost reduction vs Product Differentiation / Responsiveness
 - Strategic positioning analysis: Firm's core competence, incumbents' positioning, fit to current strategy, feasible considering organizational structure / resources / operational capabilities,
 - Level of need for local responsiveness: To what extent should firm reconfigure (adapt) *4Ps of marketing*; Consumer behavior analysis, infrastructure / regulations / standards, distribution & marketing channels
 - Partner analysis: Should the firm partner with a domestic (or international) player? Costs (Risks) vs Benefits: Complementarity / skills, cost / risk sharing, partner selection; alliance management
- **What should be the scale of the entry?** Large vs Small; Source of financing
- **Which strategic and organizational changes would international expansion require within the firm?**
 - Controls, incentives, processes, organizational culture, people / HR,
- **What is the cost of international expansion?**
 - Financial analysis, top management commitment, organizational costs (HR, infrastructure, etc.)
- **What is the action plan for international expansion?**
 - Time analysis: Step-by-step actions on calendar accompanied by financial analysis (projections with break-even analysis)

OM Projects:

- a) Forecasting
- b) Inventory Management
- c) Project Management
- d) Capacity Planning
- e) Business Analytics
- f) Production Planning
- g) Quality Management
- h) Supply Chain Management

Finance Projects:

- a) Evaluating Financial Performance
 - i. Vertical and horizontal financial analysis based on FSs (B/S, I/S, CF/S)
 - ii. Profitability Ratios
- b) Capital Structure Planning
 - i. Financing Decisions – Debt vs. Equity Financing
 - ii. Leverage Ratios

- c) Investment decisions
 - i. Methods and usage of investment decision criteria (payback period, NPV, IRR, profitability index etc.)
- d) Growth and risk management
 - i. Effects of macro and micro environment (credit risk, market risk, operational risks)
 - ii. For multinational firms, managing risks of international finance/trade
- e) Financial forecasting and planning
- f) Cash flow management
 - i. Liquidity ratios
 - ii. Efficiency Ratios

C. **Problem Parties:** Describe the parties that affect and are affected by the problem

D. **Root Cause Analysis:** Fishbone Diagram (Ishikawa Diagram): It allows you to list all the potential causes that may be contributing to the effect you are currently experiencing.

8. Conclusion: Briefly reiterate the Business Problem. Formulate the Business Problem in question format. Conclude by discussing how the Final Report will provide a solution to the questions that you formulated.

9. Appendices: All groups should include the questions and answers from their interview with the company's manager/employee(s)/customers—potential or regular users—in their Appendices. List all tables, figures, charts, graphs, and pictures in the Appendices section. Don't forget to cite the Appendices (e.g., see Appendix 1) at the appropriate places in the report.

10. References: Should be in APA format, which you can check at this [link](#).

Note: Report should be between 20 -25 pages (excluding the Appendices and the References).

Format:

- Times New Roman, 12 pts and 1.5 line spacing.
- Page Margins: Top-Bottom, Left-Right: 1.6 cm.
- Page Numbers: At the bottom of the page
- Your file should be in PDF format